

CONTRACT



KOAT
 3801 Carlisle Blvd. NE
 Albuquerque, NM 87107
 (505)884-7777

<u>Contract / Revision</u> 965833 /		<u>Alt Order #</u> 06385381
<u>Product</u> Issue		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u> 326 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 164.10
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

SRCP Media Inc
 Attention: Betsy Vonderheid
 201 North Union Street
 Ste 200
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	10/22/12	10/28/12	6a A7N More In The AM	6-7a		:30				NM	5	\$5,500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,100.00	5.10			
N 2	KOAT	10/22/12	10/28/12	Good Morning America	7-9a		:30				NM	5	\$4,250.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$850.00	4.80			
N 3	KOAT	10/22/12	10/28/12	Sa 6a A7N More in the AM	6-9a		:30				NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2-				2	\$550.00	5.50			
N 4	KOAT	10/22/12	10/28/12	Anderson Cooper	11a-12n		:30				NM	5	\$1,250.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$250.00	1.80			
N 5	KOAT	10/22/12	10/28/12	Chew, The	12-1pm		:30				NM	5	\$1,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$200.00	1.50			
N 6	KOAT	10/22/12	10/28/12	Action 7 News @ 6p	6-630p		:30				NM	5	\$6,500.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,300.00	7.60			
N 7	KOAT	10/22/12	10/28/12	Action 7 News @ 5p Sat	5-530p		:30				NM	1	\$550.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$550.00	6.10			
N 8	KOAT	10/22/12	10/28/12	Action 7 News @ 5p Sun	5-530p		:30				NM	1	\$550.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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965833 /		06385381
Contract Dates		Product
10/22/12 - 10/28/12		Issue
		Estimate #
		326 REFORM NM NOW SI
Advertiser		Original Date / Revision
Reform New Mexico Now		10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1				1	\$550.00	7.40				
N 9	KOAT	10/22/12	10/28/12	Action 7 News @ 10p M-F	10-1030p		:30				NM	4	\$7,600.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--				4	\$1,900.00	6.40				
N 10	KOAT	10/22/12	10/28/12	Nightline	1105-1135p		:30				NM	5	\$1,750.00	
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--				5	\$350.00	2.00				
Totals										164.10			38	\$30,050.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	38	\$30,050.00	\$25,542.50	\$1,787.98	\$27,330.48
Totals	38	\$30,050.00	\$25,542.50	\$1,787.98	\$27,330.48

Signature: _____

Date: _____

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<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
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Week:		10/22/12	10/28/12	MTWTF--				4	\$1,900.00	6.40			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3	KOAT	10/22/12-10/28/12		Action 7 News @ 10p M-F	10-1030p	MTuWThF----	:30		\$1,900.00	6.40	NM		
See MG 9.5													
5	KOAT	10/21/12-10/21/12		Action 7 News @ 10p Sun	10-1030p	-----SL	:30		\$1,900.00	6.40	NM		
Ⓜ MG for 9.3 10/26													
N 10	KOAT	10/22/12	10/28/12	Nightline	1105-1135p		:30				NM	5	\$1,750.00
Class of Time - Fixed Non Pre-emptible													
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